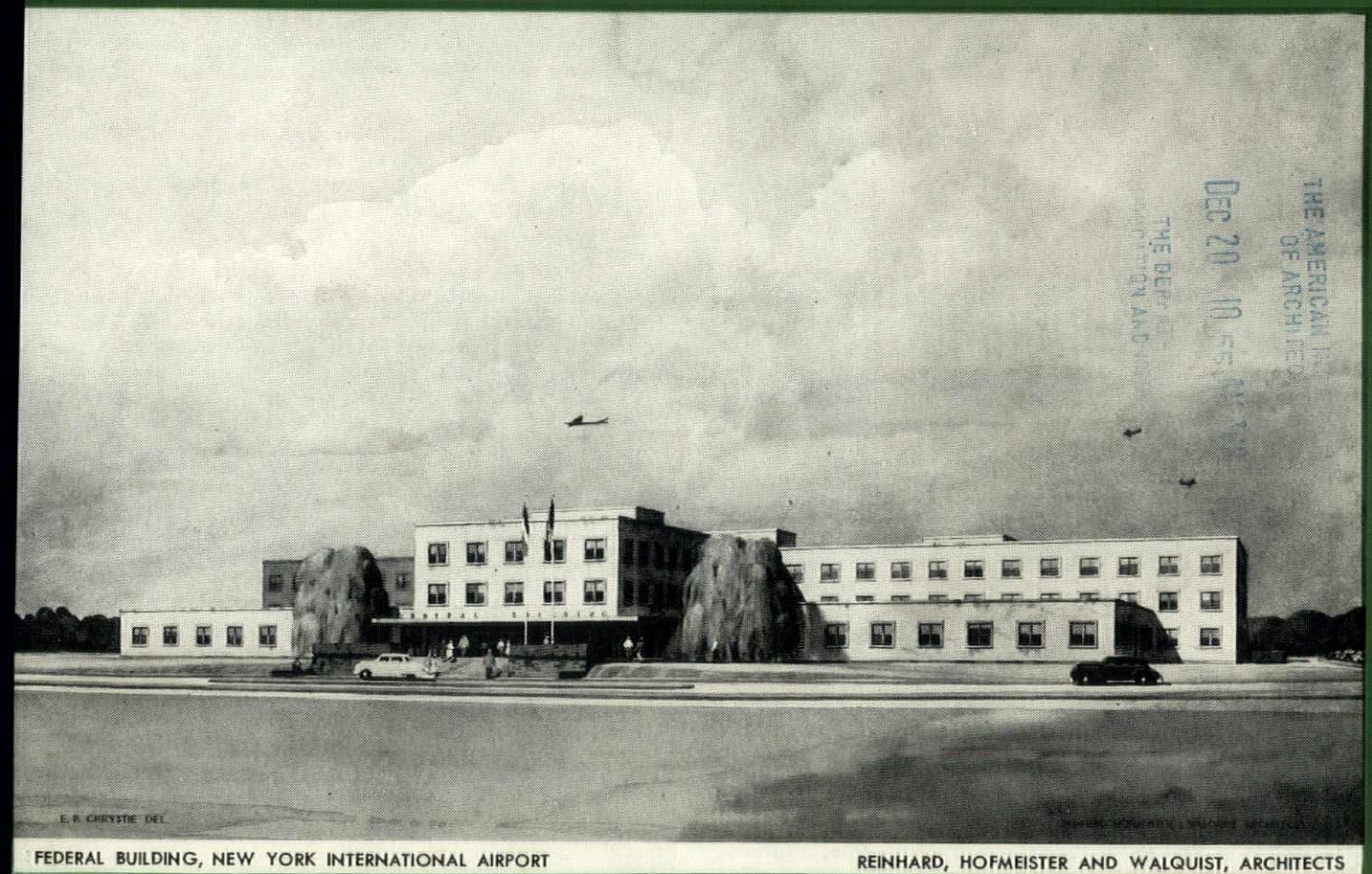


# *Empire State* ARCHITECT



EAST MIDTOWN MANHATTAN

COLOR AND ITS CONSTRUCTION APPLICATIONS

AMONG THE CONSTITUENTS

MODERN CONCRETE HOMES

LETTERS TO THE EDITOR

NOVEMBER-DECEMBER

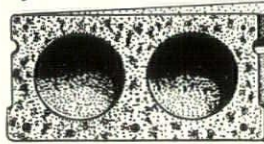
1948

VOLUME VIII

NUMBER VI



Doing More with



**flexicore**

# LONG SPAN-FLOOR AND ROOF SLAB

**HELPS GIVE FIRE-SWEPT BUILDING NEW LOOK**



The architect and the contractor *did more* with long span Flexicore in the remodeling of the Kenmore, New York, Theater Shopping Block.

Swept by fire a year ago that caused damage estimated at \$300,000, the building has been remodeled . . . at a cost of \$75,000 . . . with FLEXICORE slabs specified for the first and second floor.

Yes, the architect *did more* with Flexicore floor and roof slab. The Flexicore finished ceiling exposed and painted, eliminated the extra cost of plastering. It is FIRE-SAFE Flexicore that has supplanted the wooden ceilings and floors that fell victim to the fire.



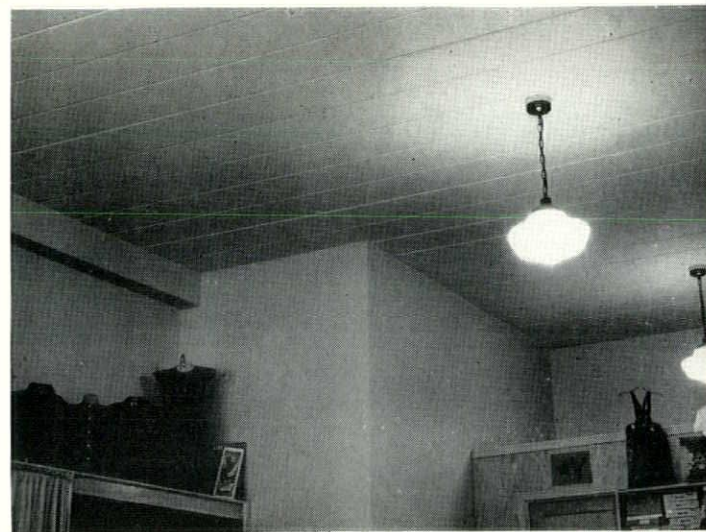
*Before Flexicore. Firemen are shown still battling the blaze in the Kenmore Theater Shopping Block.*

The Flexicore slabs add beauty to the store interiors, and their load qualities provide a solid support for the bowling alleys on the second floor. And, just in case there is another fire, they're FIRE-SAFE.

FLEXICORE Floor and Roof Slab is economical and permanent.

Besides Flexicore, Anchor Concrete Products, Inc., manufactures Lightweight Concrete Masonry Units, and is the distributor for Thorn Aluminum and Steel Windows; Medusa Portland Cement Paint for masonry, stucco, and concrete surfaces; Medusa Floor Coating, for concrete floors.

For further information about the many uses of Flexicore, write:



*Doing More With Flexicore. Finished Flexicore ceiling in one of the stores in the remodeled Kenmore Theater Shopping Block is shown. Architect: William C. Lurkey. Contractor: Fred D. Crane.*

# ANCHOR CONCRETE PRODUCTS INC.

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BUFFALO 6, N. Y.





# Empire State Architect

THE OFFICIAL PUBLICATION  
THE NEW YORK STATE ASSOCIATION OF ARCHITECTS

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## Publisher:

Julian L. Kahle, 21 Clarendon Place, Buffalo 9, New York

## WILLIAM G. KAELEBER



The death of William Kaelber brings a real loss to the architects of New York State. He has been serving our profession as a member of the State Board of Examiners since 1933 and as its President since 1946. He was a Vice-President of the National Council of Architectural Registration Boards and a member of the University Board of Architectural Colleges. He was a member of the New York

State Housing Commissioner's Panel of Architects and the Federal Housing Authorities Architectural Advisory Committee. Mr. Kaelber was a Fellow of the American Institute of Architects and Regional Director of the Institute. He has served the State Association of Architects as a Director, Vice-President and Committee Chairman as well as serving on various committees.

Locally Mr. Kaelber took an active part in the Rochester City Plan and has acted as Chairman of the City Planning Commission since its inception. He has been a Trustee of the Rochester Chamber of Commerce since 1942 where his quiet, friendly manner won the personal affection of his fellow trustees. He was also a Trustee of the Eastman Dental Dispensary, Allendale School and the Rochester Savings Bank. He was a director of the Rochester General Hospital, a member of the Michigan Society of Architects, Rochester Engineering Society, The Archaeological Institute of America, The Rochester Museum of Arts and Sciences and the Memorial Art Gallery.

He was a member of Salem Evangelical Church, Frank R. Lawrence Lodge F. & AM, Rochester Consistory, Damascus Temple, Genesee Valley Club, Rochester Club, Country Club of Rochester, The Century Club of New York and the Architectural League of New York and the Architectural League of New York.

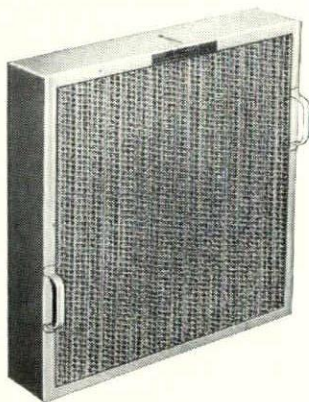
In 1911 Mr. Kaelber became a member of the firm of Gordon, Madden and Kaelber. From 1918 to 1932 the firm was listed as Gordon and Kaelber. Since 1938 he has been a partner of Leonard Waasdorp under the firm name of Kaelber and Waasdorp with offices in Rochester.

Mr. Kaelber was given an honorary degree by the University of Rochester in 1943. From the drafting boards of his firm came the plans of many of Rochester's monumental buildings; the Men's College of the University of Rochester on the Genesee, the School of Medicine and Dentistry, Strong Memorial Hospital and Municipal Hospital, Eastman School of Music, Eastman Dormitories and the Eastman Theater, Cutler Union and Munro Hall of the Women's College of the University of Rochester. His office also planned the Rochester Museum of Arts and Sciences, The Rundel Memorial Building and the Meharry Medical College of Nashville, Tennessee.

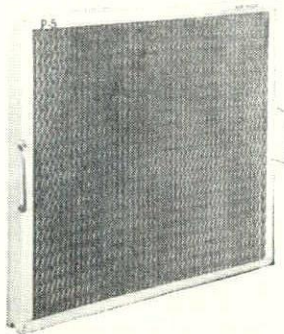
The New York State Association of Architects record their sorrow at his untimely death and their appreciation of the sacrifices he has made in behalf of his profession and his community. They have been honored by his comradeship and his work. The loss of William Kaelber will be keenly felt and we extend to his family, his friends and his community our heartfelt sympathy.

C. STORRS BARROWS

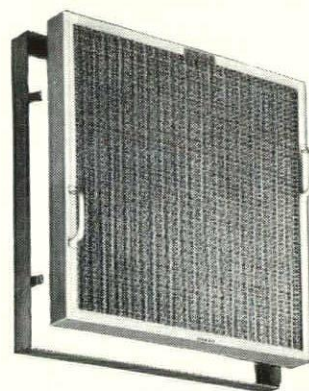




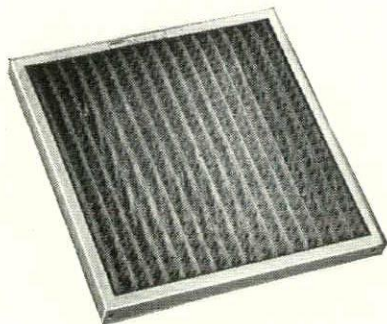
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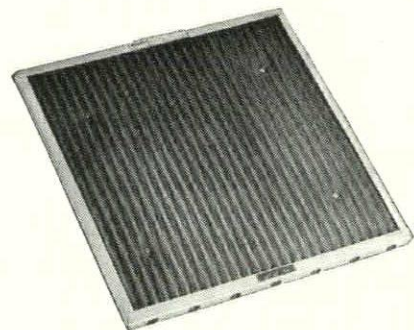


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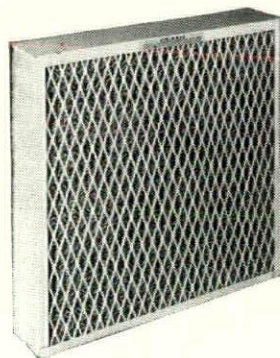


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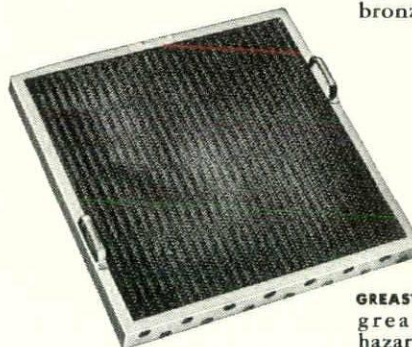
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# EAST MIDTOWN MANHATTAN

*Excerpts from the fourth public report of the Committee on Civic Design and Development*

Under the above title, the New York Chapter of the American Institute of Architects presents the Fourth Public Report of its Committee on Civic Design and Development under the chairmanship of Frederick J. Woodbridge.

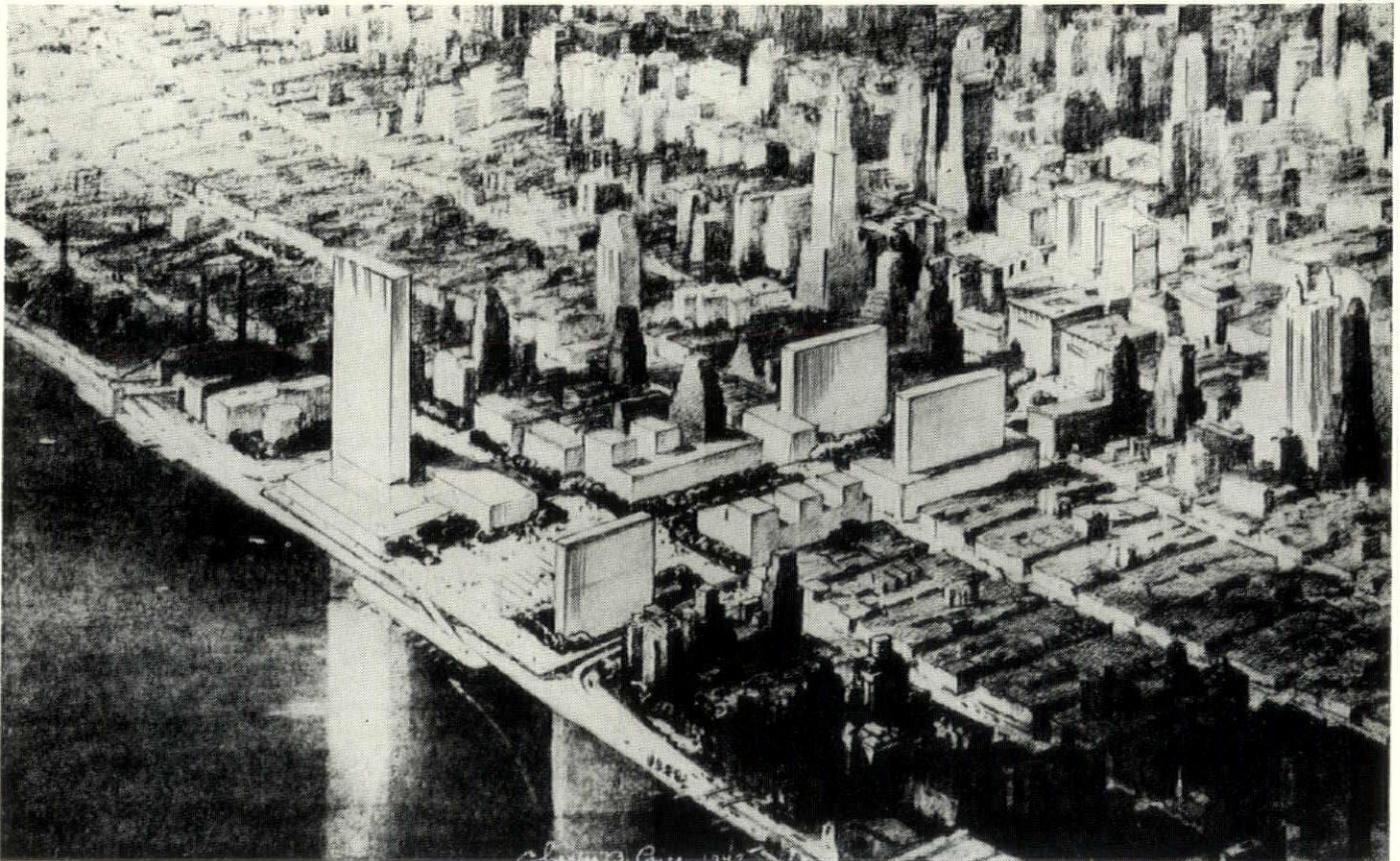
This committee undertook the planning of East Midtown Manhattan because no other agency appeared to be doing anything about it. It is reiterated throughout the report that whether this particular plan, a modification of it or an entirely different plan is developed; only a well-thought-out, comprehensive plan can provide a sound framework for the development of the area which happens to include the United Nations building project. Every architect, everyone with the city's future welfare at heart, should actively interest himself in seeing that the objective of the committee is realized, namely; that some sound comprehensive plan be developed without further delay.

New York's charter requires the preparation of a Master Plan for the city. Yet no plan exists and none has been submitted by the New York City Planning Commission, which has the facilities, the resources and the clear-cut obligation to do so.

In presenting this plan for the East Midtown Manhattan district it is stressed that City Planners through-

out the world recognize that big cities cannot be planned efficiently unless they are treated as a collection of related neighborhoods. The Citizens Union of New York has already published tentative suggestions for such districts, one of which is the area covered by this report. The coming of the United Nations to this district makes the overall district plan more imperative than ever at this time. But, even if United Nations had settled elsewhere, the plan would still be required—and without further delay.

This area—from Park Avenue to the East River, between the Midtown Tunnel approaches and the Queensboro Bridge, is the natural field for expansion of the fashionable hotel and shopping belt of Fifth, Madison and Park Avenues and 57th Street. After moving north for a century it can now only go east since to the north is the firmly entrenched residential district and to the west, Central Park. The popular suggestion that the United Nations be given a well-laid-out "approach" happily fits in with the urgent need for a new east-west artery to link this burgeoning territory with the long-established Grand Central Zone. It must be remembered however, that the problems of the entire area must be studied and resolved before detailed proposals for any part of it can be accepted.



PROPOSED EAST-WEST ARTERY VIEWED FROM NORTH-EAST



Admittedly the New York Chapter's plan is incomplete and preliminary. But it is a beginning. Only the City Planning Commission can work out the precise zoning and map changes needed. To date public interest has been sought only for limited proposals. Such piecemeal and chaotic undertakings without reference to a Master Plan can only inhibit the fullest development of the phenomenal potentialities of this area.

A bold plan calls for more courage than cash. Years may be allowed for the execution of its details. The objective now should be to win acceptance of a general plan to which all public and private operations in the area can be oriented. Private interests have everything to gain from this course, since a sound plan is the best guarantee of appropriate returns on investments in the areas. So, let's get started.

As a prologue for Faust, written in the nineteenth century puts it:

"Only engage, and then the mind grows heated,  
Begin . . . and then the work will be completed."

### DEVELOPMENT OF THE AREA

First step should be a land use plan. It would impose no legal restrictions; but if any proposals, private or public, were in conflict with the stated plan, the proponents would have to prove the desirability of their projects. Even before it is legally adopted, a published land use plan would serve the City Planning Commission as a point of reference in appraising new projects.

The land use plan submitted by the New York Chapter's committee includes public open spaces such as the major pedestrian plazas of "Capitol Street," the proposed new cross-town artery and the United Nations site as distinguished from small park areas to serve the recreational needs of residential neighborhoods.

Commercial areas and a business and manufacturing zone are included, as well as several residential areas, each focusing inward on its own park rather than outward toward the noisier avenues. Sites are suggested for new school buildings to serve each area.

One area in the district is planned to provide an extension of the fashionable shopping sections of Park, Madison and Fifth avenues and with space for the best type of transient and apartment hotels and restaurants. Given the encouragement of a sound land use plan, this area would become a sort of "green-back belt" midway between Fifth Avenue and the United Nations.

### GUIDING THE DEVELOPMENT

Once a general scheme of land use is decided upon, methods for executing it must be adopted. The sooner suitable zoning and height and area provisions are formulated the less conflict will there be, since undesirable and non-conforming construction will be prevented. Property values in general will be enhanced.

The zone map revisions suggested by the committee have been carefully studied for three effects.

1. To be the appropriate zoning when and as the general plan is put into effect.
2. To discourage unsuitable building projects that might block or raise the cost of projects essential to the plan.
3. To conform, as far as possible, with trends elsewhere in the city.

A particularly interesting feature of the re-zoning plan is the provision for permitting theatres, concert halls and the like on the south side of "Capitol Street," but limiting construction on the north side to hotels, restaurants and retail shops; this to provide a buffer zone for the adjacent residential neighborhood.

Bridge and tunnel approach areas will require detailed zoning revisions when plans are further advanced.

### TRAFFIC AND PARKING

Traffic arteries are planned to make commercial or through traffic unnecessary on streets reserved for access to residential blocks. The only exception is for two cross-town bus lines.

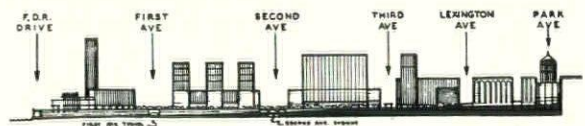
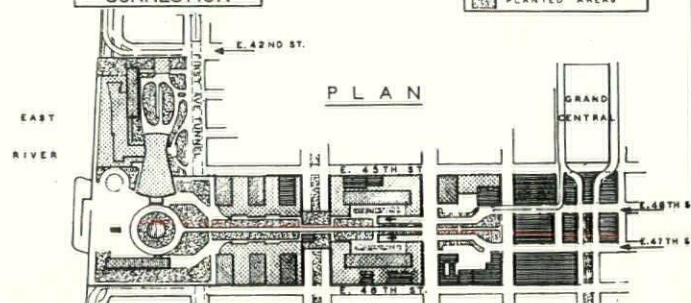
Second avenue would be widened to 100 feet with a park strip to separate north and south-bound traffic and underpasses at strategic points. It would become a semi-express highway between Harlem and the lower East Side. Heavy traffic would be diverted from Lexington, since no street less than 100 feet wide should be used for through two-way traffic. All 60-foot cross streets would be one-way with parking prohibited on those carrying important through traffic. Bus traffic on major 100-foot streets should probably be limited to the curbside lane.

Off-street parking is most desirable, but it need not necessarily be on private property. All that is required now is a definite scheme for the general location of major parking areas whether publicly or privately operated.

### THE EAST - WEST ARTERY "CAPITOL STREET"

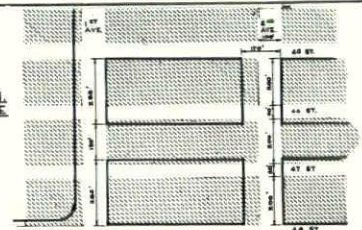
#### PLAN & PROFILES

PARK AVE - U.N. CONNECTION



PROFILE LOOKING SOUTH

DIAGRAM - SHOWING  
RELATION OF PRO-  
POSED SUPERBLOCKS  
TO EXISTING STREET  
PATTERN



### PUBLIC TRANSPORTATION

Assuming that the Second Avenue Subway will be built, the East Midtown district will have a good transportation system. More stations on existing lines are needed. Continuation of two-way surface lines on the north-south avenues (except Lexington) and on the 100-foot cross-town streets, is assumed.

The Long Island Railway would be expected to provide a station between Second and Lexington Avenues, connecting with both the I.R.T. and the new Subway line. Subways connecting the district with the projected "Riverview" community in Queens might be supplemented by ferries or fast motor launches connecting with cross-town bus lines.

(Continued on page 14)



# COLOR AND ITS CONSTRUCTION APPLICATIONS

*Extracts from a talk by J. C. Thompson, Jr., Assistant General Paint Manager,  
Pittsburgh Plate Glass Company (Given at N.Y.S.A.A. Convention in New York)*

Color has known reactions on people and architects design places for people to work, live and sleep in. It naturally follows that architects must familiarize themselves with all the uses and effects of color in the structures they design.

Color, applied according to engineering principles, accomplishes therapeutic effects in hospitals, changes apparent dimensions of rooms and objects, controls emotional reactions, improves eyesight, reduces nervous tension, improves morale, speeds up production, safeguards health and improves safety conditions in industry.

By reducing eye strain, supplying emotionally helpful color environments and correct color accents where needed, the proper use of color promotes better morale and efficiency of individual workers, makes their working days easier, reduces accident hazards and generally steps up rates of production.

Sir Isaac Newton is credited with the discovery that light consists of many rays, all of them together producing the sensation of white. He proved that light could be separated into 7 component colors of the rainbow and re-combined to form white light again.

Light travels in waves at a constant velocity of 186,000 miles per second. Each hue or color has a definite and measurable wave length, varying from 16 millionths of an inch for violet to 32 millionths of an inch for red. Frequency is inversely proportional to wave length and these two variables—wave lengths and frequencies—are the key to color.

The number of vibrations striking the optic nerve endings—up to 730 trillions per second for violet!—produces the sensation of color. True the actual amount of energy is infinitesimal; but psychologists know they can set up enormous manifestations and reactions in the human body. An instance is quoted from a book, "The Doctor Prescribes Color" by Edward Podalsky, M.D. Good food and drinks were set before a test group.

Everyone was in good spirits when natural lighting was used. Then specially designed filter lamps illuminated the dining room. Steaks became a whitish gray; celery, gaudy pink; coffee, a pale, sickly yellow; fresh green peas, became black like caviar; peanuts, a brilliant scarlet; milk, the color of blood. Appetites disappeared. A few daring individuals did eat some of the weirdly colored food and became violently ill, although the food was of the best and the taste perfect. Thus Dr. Samuel G. Hibben of the Westinghouse Lamp Company dramatically demonstrated the effects of color not only upon the sense of sight, but also upon the related senses of touch, taste and smell.

Paint pigments have no energy, but they reflect or absorb light which is energy. A painted surface is, in effect a filter which screens out certain wave lengths. This is known as the subtractive method of producing color sensation.

Colors have various properties which have a bearing on their uses. They may be warm or cool, advancing or retreating, light or dark, analagous or complimentary. All of these properties are used in functional color treatments to produce various physical and emotional effects.

Eye-fatigue from steady gazing at any particular color produces an "after-image" of its complementary color when the eye is directed at a white surface. In hospitals, to cite an outstanding example, much of the confusion and nervous tension resulting from surgeon's eye-fatigue after concentrated attention to the area of an operation is due to the after-image which appears against a white background. This annoying phenomenon is dispelled by providing a background of Eye Rest Green, a close complement of the color of blood. The after-image melts into this background, eyestrain is relieved and nervous tension eased.

(Continued on page 16)

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## ON OUR COVER

FEDERAL BUILDING

NEW YORK INTERNATIONAL AIRPORT (IDLEWILD)

for

THE PORT OF NEW YORK AUTHORITY

Reinhard, Hofmeister and Walquist, Architects

E. P. Chrystie, Delineator

This building of brick with limestone trim, covering about three and one-half acres on the ground, will house the Regional Offices of the Civil Aeronautics Administration and of the U. S. Weather Bureau. The building will include offices, warehouse, garage, cafeteria and kitchen.

The rendering is a watercolor and shows the versatility of the Renderer. You will remember his charcoal rendering on our March-April E.S.A. Cover.

## OUR FACES ARE RED

Our sincere apologies to Ralph Parks, Oscar de Bogdan and Samuel A. Hertz, whose names and photos were omitted from P. 53 of the Oct.-Nov. issue of E.S.A. We can blame no one but ourselves for the errors. We serve you in editorial capacity on a professional basis—i.e. our time is yours for free. We just did not have time to check our records closely enough. In the March-April Issue of the E.S.A. we did announce the election of Ralph Parks and Oscar de Bogdan.

The pictures of these men as they should have appeared in the Oct.-Nov. Issue of E.S.A. will appear in the Jan.-Feb. Issue of E.S.A.

Constituent Correspondents—Please cooperate with us by sending to us—Geo. Dick Smith, Jr., 1328 Prudential Building, Buffalo 2, N. Y., a list of your new officers immediately after the elections and send photographs of your president to keep our faces from getting too red.



# AMONG THE CONSTITUENTS

By CYRIL T. TUCKER, Assisted by CHARLES V. NORTHRUP

Your fearless correspondent, Cy Rasputin Tucker-vitch, braved the unknown wilds of Albany to bring you the first hand accounts of the 1948 convention of the New York State Association of Architects. He armed himself with so much paraphernalia in the way of wire recorders and so forth that he didn't have time to take many notes, depending on the integrity of said recorder. He was sadly let down, because whenever it was set up to record the priceless pearls of cogent wisdom from the experts, it caught more clearly the stentorian breathing of Mort Wolfe, and the coughings and whispers of other more adjacent listeners. That, coupled with the frequent kicking out of the extension cord, and the fact that one always came to the end of a reel and had to re-wind just when a speaker was getting to the most pregnant phase of his dissertation, made it almost impossible to get a coherent transcription of what was said. Turning it down during periods of applause to keep from completely breaking the eardrums of the machine, he would forget to turn it up again, and lose the ensuing remarks in the obscurity of dim recording. Any resemblance therefore between the minutes of the convention and the actual happenings is purely coincidental, and anyone whose name is spelled wrongly will save a great deal of time in not filing suit.

Seriously, however, it was the consensus of opinion that it was one of the best conventions in recent years. The attendance at the various events was marvelous, nobody could get away. The exhibitors were overjoyed at the attention and interest that their exhibits drew from the architects. The Store Modernization Caravan of the Pittsburgh Plate Glass Co., was drawn up on the first tee of the golf course, and added charming perspective to the exhibition phase of the convention.

The participation in the seminars was vociferous, and the business sessions were conducted with the usual express train speed. (No implication of railroad-ing intended.) More and more it becomes apparent the dependence placed on your Board of Directors for the orderly arrangement and prosecution of matters of the Association.

The arrangement of Architectural work was most pleasing. The meals were excellent, and reflected the good sense of the Convention Committee in checking on the chef before selecting the Colonie Country Club as the place of assemblage. The fact that the lobsters at the Shore Dinner had undoubtedly been cooked under 75 lb. steam pressure and were served without safety valves, so that the caesarian operation necessary to extract the meaty interior entailed frequent showers of lobster juice, only added the proper aroma expected from a shore dinner.

Every constituent organization was well represented and we look forward to the time when they will be equally well represented by contributions regularly to this section of their own personal magazine, the Empire State Architect. Everyone was sincere in their approval of the resolution of appreciation to the Convention Committee for the work they had done.

## SYRACUSE SOCIETY

Ken Sargent tells us that the Society holds meetings regularly at the Brown Jug, and that they have recently designed, built, and raffled off a home called "Happiness House" for the benefit of the Syracuse Cerebral Palsy and Handicapped Children's Association. Ken is a member of the four man backfield of Sargent,

Webster, Crenshaw, and Foley. We don't know who is the full-back of this quartet, but if we had been more watchful during the President's cocktail party, we might have found out.

## ALBANY CHAPTER

The doings of this Chapter at the September 20th meeting have been far eclipsed by their splendid handling of the convention, but for the sake of the record they announced the election of Messrs. Mero and Brownrigg to corporate membership. Mr. Brownrigg commented on the physical facilities for examination for architectural licenses, and objections presented in a letter by President Parks to the State Education Department have had some effect on future arrangements for examinations. They are collecting data on local historical buildings so that it may be published by the Chapter for the benefit of visitors to the city.

Ed.'s Note: Mr. Parks is President of this Chapter.

## WESTCHESTER CHAPTER

Westchester reports three new members in the September "Blue Print," Messrs. Lyras, Massman and Hirsch. They apparently have put on another Home Show with considerable success. There was a total attendance of 57,000 people! The chapter itself has an exhibit which serves as an opportunity for people to get better acquainted with the profession.

Ed.'s Note: Mr. Oscar deBogdan is president of this Chapter.

## LONG ISLAND SOCIETY CHAPTER

Mr. Richard Heidelberger, president of this organization writes that other constituent organizations throughout the State having outlying territories similar to those on Long Island might be interested in the method used by them in increasing its membership. He states "After the war, during which the activities of our Chapter were severely curtailed, we were faced with the fact that our membership was gradually diminishing. Up to this time and for several years previously we had been meeting in one particular spot which, while fairly central, was fifty miles or more away from the distant points in our territory which covers Nassau and Suffolk Counties. After reviewing lists of registered architects on Long Island, we picked out certain communities around which groups of these architects lived and a meeting was planned to be held in these communities.

"In organizing the meetings, a good hotel or country club is selected and a program prepared highlighting something of interest in the area. Personal invitations are sent to each prospective member to be a guest of the Chapter for the evening. A spirit of fellowship and good will prevails, after which our program is topped off by a good speaker. So far we have held three such Area Meetings in the past six months and the results have been very gratifying, not only in the substantial increase in new members, but also a revived interest in many of our old members."

At the June 3rd, meeting they presented a gift to Mr. Walter Spelman, past president, and had Mr. Robert C. Richter, Chairman of the Town of Hempstead Board of Zoning Appeals as a speaker.

At the October 7th meeting at the LaGrange Hotel, Babylon, in the Suffolk County area, they were addressed by Mr. H. H. Iurka, noted landscape architect.

(Continued on page 10)

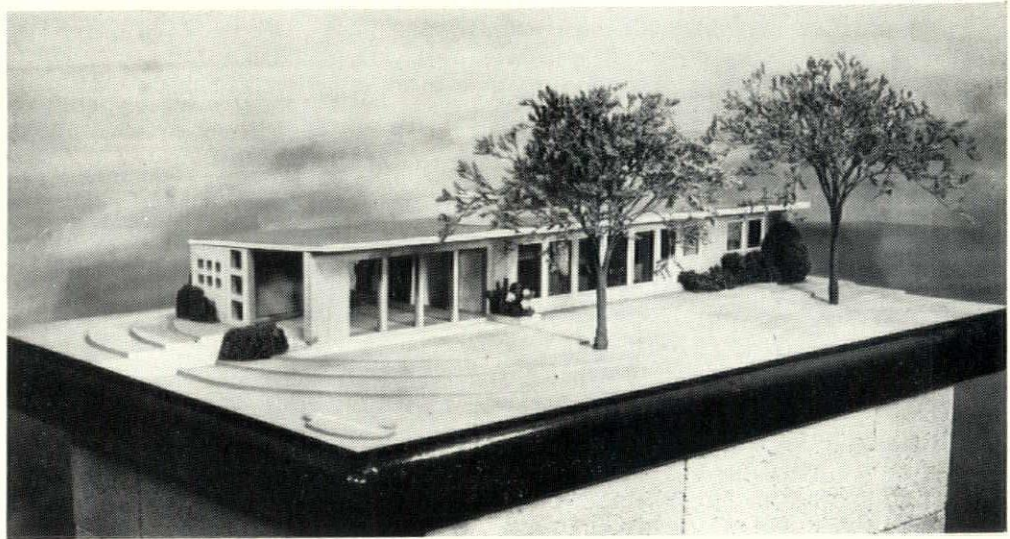


# MODERN CONCRETE HOMES

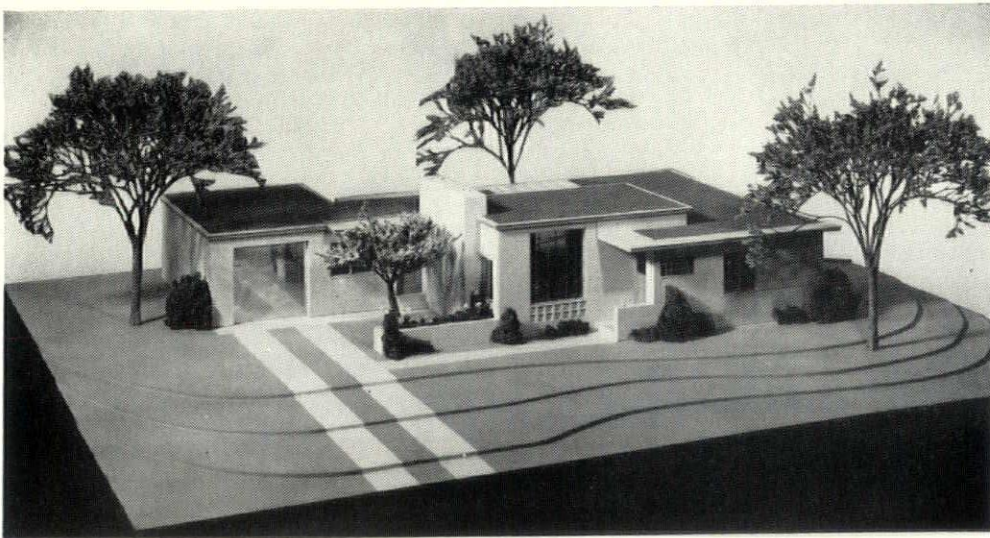
At the 1948 Better Homes Exhibit held in Buffalo's 65th Armory and attended by 100,000 people were many unique exhibits. Among the best was that by the Anchor Concrete Products showing 5 beautifully-built models of 5 homes designed by Buffalo Architects. The homes are constructed mainly of concrete products, cellocrete, flexicore, etc. The Booth advertised the necessity of using Architects to design homes so strongly

that many people thought it was the Architect's Booth.

We publish here two of the homes this month and will follow up with the others in future issues of the E.S.A. We are sorry we do not have plans of these homes for your scrutiny but will have them for the future issues. The visitors were able to see the plan of the houses by lifting the roof of the models, which were hinged.



*House by  
Architect Albert A. Rumschik  
Buffalo, N. Y.*



*House by  
Architect John T. deForest  
Buffalo, N. Y.*

X X X X X X

## CONVENTION NOTICE

In the next issue of the E.S.A. we will give you a resume of the Albany Convention. We did not have time to review properly the minutes for this issue. Be patient.



## QUEENS CHAPTER

The last meeting of the Queens Chapter set a pace for the members who are to represent the Chapter at the Convention in Albany. The delegates named were Pres. Charles Wood, Sec. Oswald Fischer, Raymond Irrera and Simeon Heller. Several of the members expected to attend the Convention and so Queens looked forward to a good representation.

The delegates were given several resolutions for presentation; Guerino Salerni, Simeon Heller and their associates having whipped them into shape.

Mr. Heller, Chairman of the Committee on awards of the Queensborough Chamber of Commerce, reported that at least 6 members of the Queens Chapter were to be on the Committee that will judge the building entries in the Borough. The buildings have been grouped into a number of classes which will make for a number of prizes and a better chance for all entrants. Every effort is being made to encourage as many of the Architects as possible to submit their work for judgment in the competition and Chairman Heller foresees keen rivalry among the entrants for the coveted certificates, since this is the first competition since before the war.

All Architects who have done work in Queens have been invited to send in their entries.

## A CONVENTION DIARY

### WEDNESDAY

—Pulled out of Grand Central Terminal for Convention. Arrived in Albany and to the DeWitt. A short walk, to bed, some reading and sleep.

### THURSDAY

—Early awakening, then breakfast in the Grille Room. Time for the buses to leave, but the schedule is SNAFUed a bit.

Arrived late at the Colonie Club, as usual. (Tough job trying to get guys out of bed and to a place on time.)

Some time at the "School Seminar," next to the exhibits and then lunch.

First business meeting, a welcome by Storrs Barrows and then back to the hotel to retrieve one of the boys. Missed the President's Reception, but back in time for the Annual Dinner and Ralph W's. witty remarks. (If I could remember that "seven" joke I would put it in for posterity's record. Think George A. will have to look to his laurels.) Had Katherine S. for a table partner and she sure tries hard convincing the Arch. on publicity. Crowd larger than anticipated, but speaks well of the Albany Chapter and its work. Back to the Hotel and sleep.

### FRIDAY

—Off for the Convention meeting and the Architect's Training Seminar. Good representation from R.P.I. (Even Cornell had a representative there.)

A good lunch and to Harry Prince's Seminar on Multiple Dwelling Laws. Bit of confusion in the ranks as to what really was to be discussed. Finally settled. Off on a side trip to Schenectady. (What a place to get lost in.)

Shore Dinner and the boys from Staten Island vying with each other as to who could eat the most lobster and get the wettest. (Wood won hands over ears.)

Back to hotel and bed.

### SATURDAY

—Wonderful company for breakfast (Storrs B. and his lady. Should be retained by the New York State Publicity Comm. to exhort the beauties of New York State.) A fast business meeting with Henry M. pushing through the resolutions and con-

gratulating himself for getting along so quickly and smoothly. (George B. almost upset the apple cart.) Mat Del G. announcing the slate of nominees for the offices and then installing them. (Fast work.) Adjournment and back to the hotel and lunch. Off for New York and until next year at Rochester. Ho-Hum.

## ROCHESTER SOCIETY

The activities of the Rochester Society are now in full swing after the summer vacation period. The Board of directors met in September at the home of the President and formulated plans for the coming year. The regular Wednesday noon luncheon meetings were resumed in September and several manufacturers' representatives have been present to bring news of their products to the members. Seminars for the analysis and discussion of projects which members have on the boards have been held at these noon meetings and more are planned for future meetings. These programs have been most interesting and the Rochester Society wishes to recommend this type of discussion to other groups who have not as yet tried them.

The society gathered at Ellison Park on October 13 for a clambake which was well attended. After everyone had become comfortably full of clams, movies on the making of glass block and preparation of Indiana Limestone were presented. We were again indebted to the efforts of Joe Leuhm, who engineered a wonderful dinner.

Five new members have been elected to the Society. They are: Mrs. Suzanne G. Goodrich, A. Paul Fredrichs, David Ho, W. Allen Dolan, and Carl F. W. Kaelber, Jr.

Irving E. Horsey, a former member has announced the opening of Architectural Offices at 620 N. E. 125th St. North Miami, Fla.

## CENTRAL NEW YORK CHAPTER

The Chapter met at Auburn for the Fall meeting, Springside on Awosco Lake being the meeting place. A full program had been planned starting with a Directors' meeting in the morning. A luncheon followed with the wives attending. Mrs. Wallace Beardsley then entertained the ladies while a business meeting was held, with the president, Mr. Wallace Beardsley presiding. Mr. Moulton introduced a program designed to revitalize the chapter and more will be heard from this program later.

Ken Sargent then led a seminar on housing which was highlighted by a discussion of a Syracuse project by the firm of which he is a member. The dinner was followed by a talk by Thomas Creighton, editor of Progressive Architecture. Mr. Creighton gave us one of his inspiring talks which he does so well.

## BUFFALO—W.N.Y. CHAPTER

Our Atelier at the University of Buffalo is into its second year with 15 members remaining active. For the current season we have 4 prize problems to be presented, one being the redevelopment of a downtown block, sponsored by the Main Street Association. More of this later.

We ran an exhibit at the Buffalo Better Homes show with Jack Highland, Jr., and Al McTaggart carrying the torch for the Chapter. Elsewhere in this issue we refer to an exhibit of the Anchor Concrete Products Co., who really gave the architects a boost.

Our delegation of 12 to the Albany convention had a wonderful time and express our thanks to the Convention Committee and the Albany architects for a well done job.

(Continued on page 17)



# THAT NECESSARY EVIL—THE ARCHITECTURAL ENGINEER

By THOMAS H. McKAIG

I have always maintained that we learn much more from things that go wrong than we do when everything works out right. Perhaps it is a negative approach, but it is a fact, nevertheless. Since one source of income for our office is inspection and reports on accidents from which legal action develops or may develop, we are privileged to learn about many accidents which happen, which in the ordinary course of events are never called to the attention of the architect. Most of these inspections are made on behalf of a liability insurance company, and frequently involve accidents which occur in connection with some generally accepted architectural detail.

During the past year we have reported on at least six accidents which happened on standard pressed steel stairs with concrete filled treads, a type of stair construction which is so generally used that there is little likelihood that the plaintiff could prove negligence on the part of the owner. The construction is accepted by the State Labor Department as a safe stairs, and in most instances, the question of lighting did not enter the picture at all. It is interesting to note that so far none of the cases has come to trial.

These stairs, when first installed are quite satisfactory, but as they are used thru the months and years, the nosing wears smooth,—in some few instances it wears thru and develops a corner which will snag a

hole in a person's shoe. If the tread is painted, the owner often waxes the surface for appearance, and this aggravates the slipperiness. Some types of finish, particularly terrazzo, may become worse in wet weather.

Despite the fact that this is a generally accepted type of construction,—so much so that it can be classified as a standard, it seems to me that we of the design group should try to reduce what hazard may be connected with it. The surest method, of course, is the use of an abrasive coated nosing, jointly with the use of an abrasive in the concrete finish or abrasive strips in the tread. Some of the industrial plants have standardized on an abrasive paint for repainting all stairways. One plant engineer has used a red "danger" paint with an abrasive in it or a red concrete fill. Another plant has added a red strip several inches wide a foot or so in front of the first riser.

This letter is not intended to be a criticism of how we have done things, nor an admission that we, the planners, did it wrong. It is merely a reminder that people are as careless as they are and are prone to attempt to collect damages whenever they can find a lawyer who will gamble with them on collecting damages. Since this is the case, would it not be worth while to spend a little of the owner's money in such a manner that sooner or later his liability insurance rate could be reduced?

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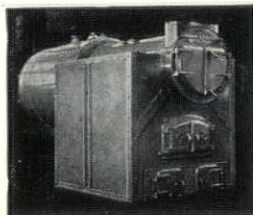
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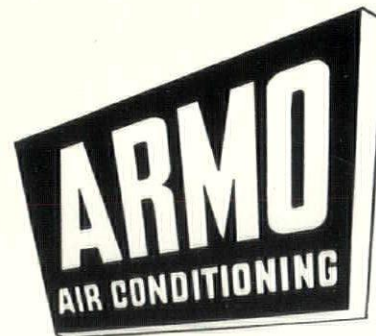
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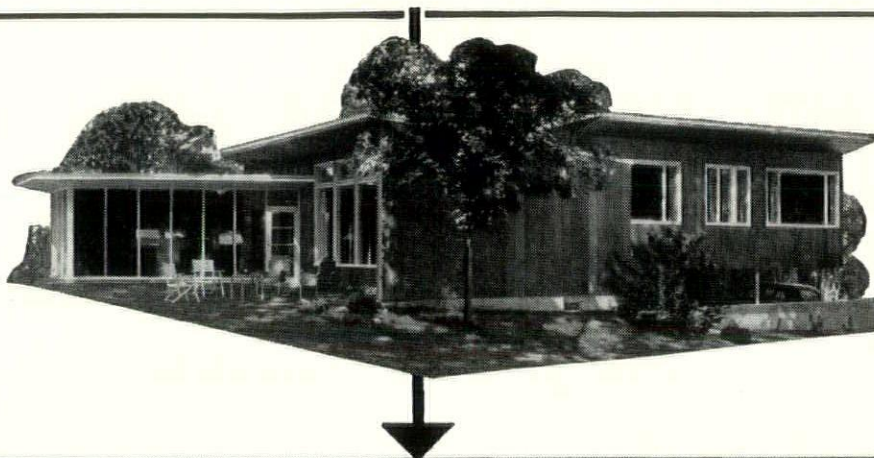
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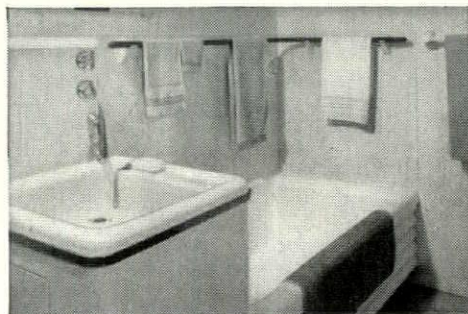


# Wherever there's news in building

**IDEA HOUSE #2**, built by the Walker Art Center in Minneapolis to demonstrate the latest advances in home planning and equipment. Featured in the January issue of McCall's Magazine, the house incorporates split-level planning, solar orientation. One of its main attractions is the "New Freedom Gas Kitchen."



**4-IN-1 LIVING AREA** gives family of 4 plenty of room for work and play. Note built-in storage units, all-purpose table, "conversation" groups. Automatic Gas air conditioner keeps indoor weather perfect 12 months of the year.



**"PACKAGED" BATHROOM.** Radically new, all-in-one prefabricated bathroom unit has swing-around washbowl, adjustable shower, handy cabinets. Trouble-free hot water service is supplied by an automatic Gas water heater.

**"NEW FREEDOM GAS KITCHEN,"**\* planned as part of the living area, features up-to-the-minute appliances in a casual, charming setting. Automatic Gas range built to "CP" standards makes light work of cooking; roomy Servel Gas refrigerator operates soundlessly, economically; automatic Gas water heater downstairs supplies abundant hot water.

\*Cert. Mark, Amer. Gas Assoc., Inc.

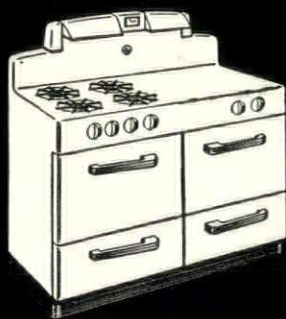


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## "NEW FREEDOM GAS KITCHEN"

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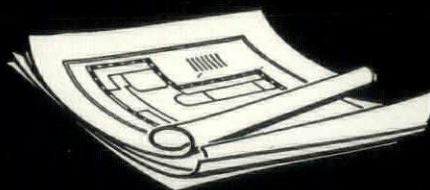
2.

It must have an automatic Gas refrigerator (Servel refrigerators stand in the tip-top ranks of America's most-wanted makes)



3.

It must have an automatic quick-recovery Gas water heater (an absolute necessity for dishwashers and the new automatic laundries)



4.

It must be well-planned and efficient (and you'll take care of that, anyway — aren't American kitchens the finest in the world?)

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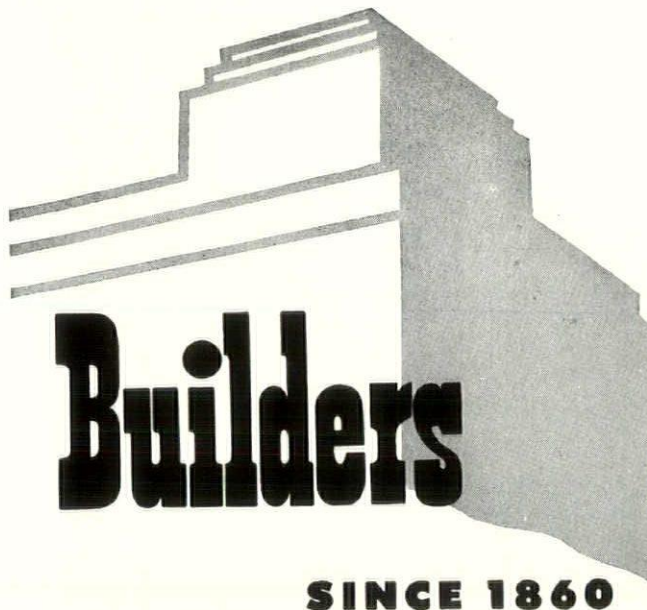
**THE BUILDER SAYS:** "A kitchen that's ready to live in, one that bears a 'stamp of approval' everybody knows, is a big help in selling a house."

**THE BUYER SAYS:** "A completely equipped kitchen saves us the delay and inconvenience of installation. Our kitchen will stay modern, will give our house a higher re-sale value."

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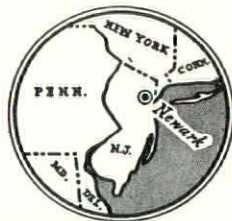


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## COSTS

No estimate of individual project costs can nor need be made now. But the only cost of adopting an overall plan is for staff work in preparing it and then seeing it through hearings to final adoption by the City Planning Commission.

In estimating eventual costs to the public, it should be borne in mind that the major improvements suggested would create taxable property values far beyond the normal increment from haphazard growth. By opening up frontages along entirely new major thoroughfares, new front-foot values would be created. These values can be estimated by real estate experts.

**"CAPITOL STREET"** a proposed project

An east-west artery of several levels from Lexington Avenue to the United Nations site is the outstanding feature of the Committee's plan. Its primary purpose is to afford choice sites for business, retail stores, hotels and perhaps entertainment. It would occupy the blocks between 46th and 47th streets. Grand Central Palace and the 247 Park Avenue Building presently block its extension westward to Park Avenue. Its second function is to facilitate cross-town traffic flow and, finally, it will provide a natural buffer zone between the business center on the south and the residential neighborhood directly north.

Its development would require the acquisition—by condemnation—of the three-block-wide strip between 45th and 48th streets from Lexington to First. This is the minimum area necessary for replanning and reconstruction, although a number of present buildings in the area would be incorporated into the new design.

A 150-foot super-highway in place of the two-foot streets eliminated by the plan would increase the potential rate of traffic flow. The net loss of a thirty-foot strip of taxable property would be more than offset by vastly higher front-foot values.

To protect the residential area, construction on the north side would be limited to hotels, and retail stores; but theatres, concert halls, etc., would be permitted on the south side adjacent to the present business district.

A great deal of grade-level parking is provided for in the plan, but it would also be necessary to require private developers to provide maximum parking facilities in the lower levels of the buildings erected in the super-block areas. It would, of course, be in their own selfish interests to do so.

Ed's Suggestion: If you wish to read the complete report of the committee and view their resolutions write the New York Chapter of the A. I. A.—Frederick J. Woodbridge, Chairman, Committee on Civic Design and Development, 115 East 40th St., New York (16).

Congratulations to the committee for a splendid job.

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## LETTERS TO THE EDITOR

Mr. John R. Edgar, Managing Editor  
"Empire State Architect"  
Buffalo, New York

Dear Mr. Edgar:

Your article about the Onondaga County War Memorial Competition rather stuck my chin out although the Architectural Advisor is neither fish nor fowl as far as the judgment is concerned.

Such a local competition brings a moral obligation for support by local architects. They responded far beyond our dreams and really obtained the good will of all concerned and some fine publicity. The students really drove the publicity home.

The A. A. isn't supposed to know much about design. He did have to check all plans for adherence to the program and they all passed, another credit mark.

Some of the submissions were hurriedly made and not very distinctive. Others were presented in the most finished manner. Personally I was sorry Messrs. King had to introduce a trick structural solution as a few steel trusses would have saved a bad controversy. The jury even secured expert consulting services over the long distance phone on that one and it was just too much. It was a clever fitting of an oblong inflexible play area into a circle. Many others had accepted the program in an easier manner and I believe the jury was most practically minded in their decision. They were probably far less design conscious than the students who so criticized them. The A. A. dares say no more on this subject of design.

We are all most proud to have been able to give this job a small push to help get it off center and on its way. The Edgartons should be most happy and I for one wish them all success.

Sincerely yours,  
Wallace P. Beardsley

To the Editor: Sir:

Referring to your very excellent current issue, I desire to remark upon two items therein, viz:

(a) The phrase (See Page 7) "We know that architects write, . . . but do they read?"

I contend that this phrase reflects upon the Profession,—indicates that the Architect is something of an artistic ass who does not keep abreast of the times, is not a business man, and differs widely from a cross section of all other human beings.

It is furthermore, undiplomatic . . . in that it implies a measure of truth, in which case you are consciously putting one over on your advertisers, by accepting their money for space, while holding the opinion that your magazine text will not be read, and under such a condition it is more than probable that their advertising will miss fire as well.

It is my contention that as very human-beings, the Architect will peruse your magazine in much the same manner as the average human being will look through any other magazine . . . by first looking at the advertising, and secondly . . . at the text matter.

To be sure, the average ad in an architectural magazine is unattractive, inartistic, unstudied, and unintelligent . . . but now and again we find some that are excellent. Some are dignified, in good scale, well arranged and practical. Some are plain lousy . . . and others try to be funny . . . which is the most difficult thing in the world to accomplish.

Many spaces are merely complimentary, and I strongly urge against the acceptance of such ads. It is a nice type of gesture, but any complimentary ad. carries the conviction that the "donor" feels we are not a bad sort after all,—that the magazine has no business value, and, well "it is just one of those things" that he will do in a weak moment, but cannot explain.

Is it possible that these "donors" of complimentary ads. have nothing whatever to say concerning the superiority of their work or their products, the type of service they render? It is not possible that they have executed some notable work of which they are justly proud,

and which has been executed under the direction of an architect of distinction?

Are they equipped to handle work of great magnitude, or even small items of great charm though costly?

And to answer your question . . . YES . . . Architects do read as well as write . . . they read ads. that carry a worthwhile message from businesses and manufacturers who have something to tell and who tell their stories well.

Prior to the issue of your current issue, I read your previous issue and later forwarded it to an Ex-President of the N. J. Chapter of the A.I.A.

I shall likewise forward your current issue, and I have no doubt that others of the Profession make a practice of doing likewise.

(b) Faults of the Drafting Schools (See Page 78) is, in my opinion, a well founded grouch, for the turnover of draftsmen in the larger New York City offices in search of good men is almost beyond belief.

Is it not possible that the Universities may be included in this grouch as well, for we find many men graduating from the Universities, whom we presume to have received a well grounded knowledge of Architecture who are pitifully weak in not only drafting, but in the fundamental knowledge of the building business, its methods of procedure, sequences of various types of construction, categories of the various trades, and the terminology common to the science of building.

They fail to realize that drafting is the science of graphically describing to all the building trades exactly the work to be performed from below the surface grades to the completed structure, and that in its entirety without the necessity of contacting or conversing with the men schooled in those trades.

They further fail to conceive of the truth that the Architect is the sole coordinator of the work of all the many categories of Engineers as well as of all the building trades . . . that he must be a man of the highest ethical standards . . . the faithful representative of his Client . . . and, at one and the same time . . . the fearless and just arbiter between his Client and the building trades.

In a word, no man should attempt to become an Architect until he first thoroughly understands the work of the draftsman and its relation to that of the Architect who employs him.

Personally, I am a strong believer in the matter of Atelier training, in which the younger men are given an opportunity to contact fraternally the older talented men who draw for the lover of design, planning, and drafting.

Fraternally yours,  
Edmund H. Poggi

Ed's. Note: We are glad that architects do read! We do not solicit complimentary ads—we encourage our advertisers to expose their products or abilities to our readers.

Mr. George Dick Smith, Jr., Editor  
Empire State Architect  
Dear Mr. Smith:

Why should I write to any "movie magnate and give him hell?" I think the exterior design of the "Blanding" Dream House an excellent and practical solution. Instead, I would like to suggest that the *Editorial Policy* of such a magazine as ours be *neutral* and *impartial* on such matters.

It seems to me that many of the highly publicized "International" style houses we hear so much of are economically unsound aesthetic monstrosities. They are as much to the "left" of intelligent American design today as were some of the terrible "Gingerbread" nightmares of fifty years or more ago. I am certain there are many other Architects who agree. In any event, long live Architecture! Maybe it will be a lost art soon, completely absorbed by the Engineers, Industrial Designers, Special Insultants, Realtors, Carpenters and Magazine Editors!

Yours sincerely,  
John Stone Thornley

Ed's Note: We've never heard of a neutral editorial policy—we will resign if we are forced to be on the fence.

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## CCOLOR and ITS CONSTRUCTION APPLICATION

(Continued from page 7)

The eye does not perceive all colored areas as of the same size. The brighter the area the larger it will appear. In several areas of the same dimensions the *apparent size* ranges from largest to smallest in this order; 1, Yellow; 2, Orange; 3, Red; 4, Green; 5, Blue and 6, Black.

Every color in the range of vision has its effect on adjoining colors. Neutral gray against yellow seems dark and of a bluish or violet cast; against blue it appears light with a slight yellow to orange cast; against red it has a green cast. In specifying colors it is, therefore, wise to figure on how each color affects or is affected by its neighboring colors.

In camouflage, colors are used to obscure and hide things. Shapes and contours are blotted out. Industrial work by the new color systems exactly the opposite effect is sought. Colors are selected to emphasize important shapes and areas in more or less sharp contrast with their backgrounds. For example; a major operation of industry is the fabrication of steel on machines painted gray. When groups of five different sized glaziers' points are placed against a background of machine gray, the average person takes two or three minutes of concentrated effort to separate the triangular "points" by size. He makes several mistakes and tension develops. Production-wise the result of his efforts would be poor.

But put those same points against a background of Vista Green and he will sort them easily, without tension and without mistakes in thirty seconds or less. Obviously the correct choice of colors reduces effort, speeds production and keeps workers happier.

Since there can be no color without light, it is well to bear in mind the appearance of the colors selected in the type of illumination to be used.

*Incandescent Lights* have a high percent of yellow emission.

*"Daylight" Fluorescent Lighting* have emission high in blue.

*"White" Fluorescent Lighting* have emission high in red, a warm light.

*"Soft White" Fluorescent Lighting* have emission still higher in red, a warmer light.

*Mercury Vapor Lighting* causes greatest color changes of all illumination.

In all cases, and particularly in the case of mercury vapor light, paint colors should be selected in the type of illumination to be used. Because, after all, light is the source of color and no pigment can reflect color vibrations which are not present in the light source itself.

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## AMONG THE CONSTITUENTS (Continued)

### BROOKLYN CHAPTER RE-ELECTS

The Brooklyn Chapter, The American Institute of Architects re-elected E. James Gambaro as President.

The energetic efforts of President Gambaro on behalf of the Chapter, the Institute, and the professions will again be reflected in the work of committee chairmen, committees, and the membership. Another year of guidance in the best tradition of the Chapter is assured.

Newly elected officers are, Vice President, George E. Beatty; Secretary, Vito P. Battista; Treasurer, Joseph Levy, Jr.

Directors elected are, Maxwell A. Cantor, Harry Silverman, Clifford F. Hart, and Irving P. Marks.

### MORE ARCHITECTS SHOULD KNOW

The scope and prestige of the American Institute of Architects, was the subject of a recent talk to the Brooklyn Chapter by John Jamieson White, Jr.

Mr. White is field secretary of the Institute, in this capacity he acts as ambassador to its members and Chapters throughout the United States and possessions.

Mr. White related how the Institute has gained recognition as the representative body of the architectural profession in the United States, that it now speaks with authority for the profession, and receives its due respect. As the representative body of the profession it is called on to give information, submit proposals, and answer questions, affecting Federal legislation. It now maintains a close liason with committees in Congress. In this position the Institute has succeeded in channeling the maximum amount of government work to private architects.

Mr. White spoke of the fine financial condition of the Institute. Approximately \$260,000.00 is received and expended annually on behalf of the Institute. About 8700 or 75% of the active architects in the United States are members of the Institute.

The institute is held in high esteem in the construction industry. The Construction Advisory Commission in Washington, composed of important segments in the industry, and Federal Boards and Commissions, representing 27% of the national income, is headed by an architect; past president of the Institute, James R. Edmunds. This council works for the betterment of the construction industry, and is of great importance to the nation.

Internationally the Institute has achieved the position of eminence formerly held by the architects of the British Empire. Foreign countries now request the guidance and council of the Institute. Only recently it laid the groundwork for the organization of a union of International Architects now being formed under Institute advice.

Considerable credit for the growth of the Institute was given by Mr. White to the program of unification which brought together diverse elements into one unified, active, and strong body, and provides a broad base from which to work for the entire profession in Washington.

Mr. White described the four departments which make up the Institute. Administration, Education and Research, Professional and Public Relations, and Publications.

In Professional and Public Relations the Institute has established a good working arrangement with Federal Agencies in Washington. It strives continually to demonstrate to Congress and Federal agencies the benefits and advantages from the employment of private architects for government work.

In Education and Research, the Institute has developed a program of tangible direct aid to the architect, and assists him in many ways. This branch has established a clearing house on the performance of various building materials and equipment, and their effect on costs in building. It offers assistance, in improving efficiency in architects offices, briefer specifications, and better office accounting.

The Institute has sponsored Liability Insurance for the architect, providing for necessary protection at low cost. It is now working on \*health and accident insurance for members at the lowest cost yet obtained. It is working for the acceptance of a plan to spread the taxable income of the architects office, over a five year period, to allow architects a more equitable profit.

The Institute is assuming a good deal of control in the Research Council of the National Academy of Science, a non-partisan organization, financed by Congress and industry.

Mr. White stressed particularly the importance of maintaining and improving the high position achieved by the Institute; and urged all members and Chapters to increase their efforts on behalf of the Institute, pointing out that the benefits are reflected in the membership.

HARRY SILVERMAN

*Comm. on P. I.*

\*Ed's. Note—The N. Y. S. A. A. now has an excellent Health and Accident Insurance program in force.

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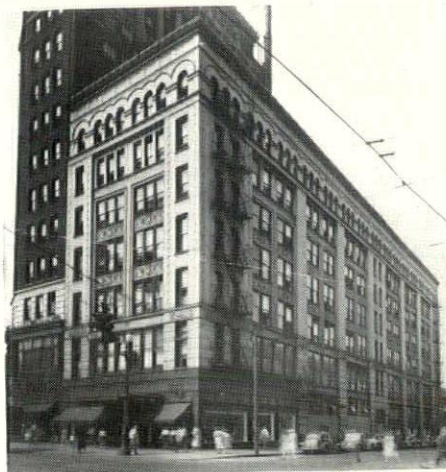
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For further information about the many advantages of Lightweight Concrete Masonry Units, write or call any of the members of the National Concrete Masonry Association listed below.



*Interior of Frost's Restaurant in Saybrook, Conn. shows the exposed Lightweight Concrete Masonry Units, attractive and restful. Architect: Robert I. Carter; Contractor: Holbrook and Brainerd; Lightweight Concrete Masonry Units: Plasticrete Corporation, Hamden, Conn.*



*Here is an exterior view of Frost's Restaurant, featuring Lightweight Concrete Masonry Units.*

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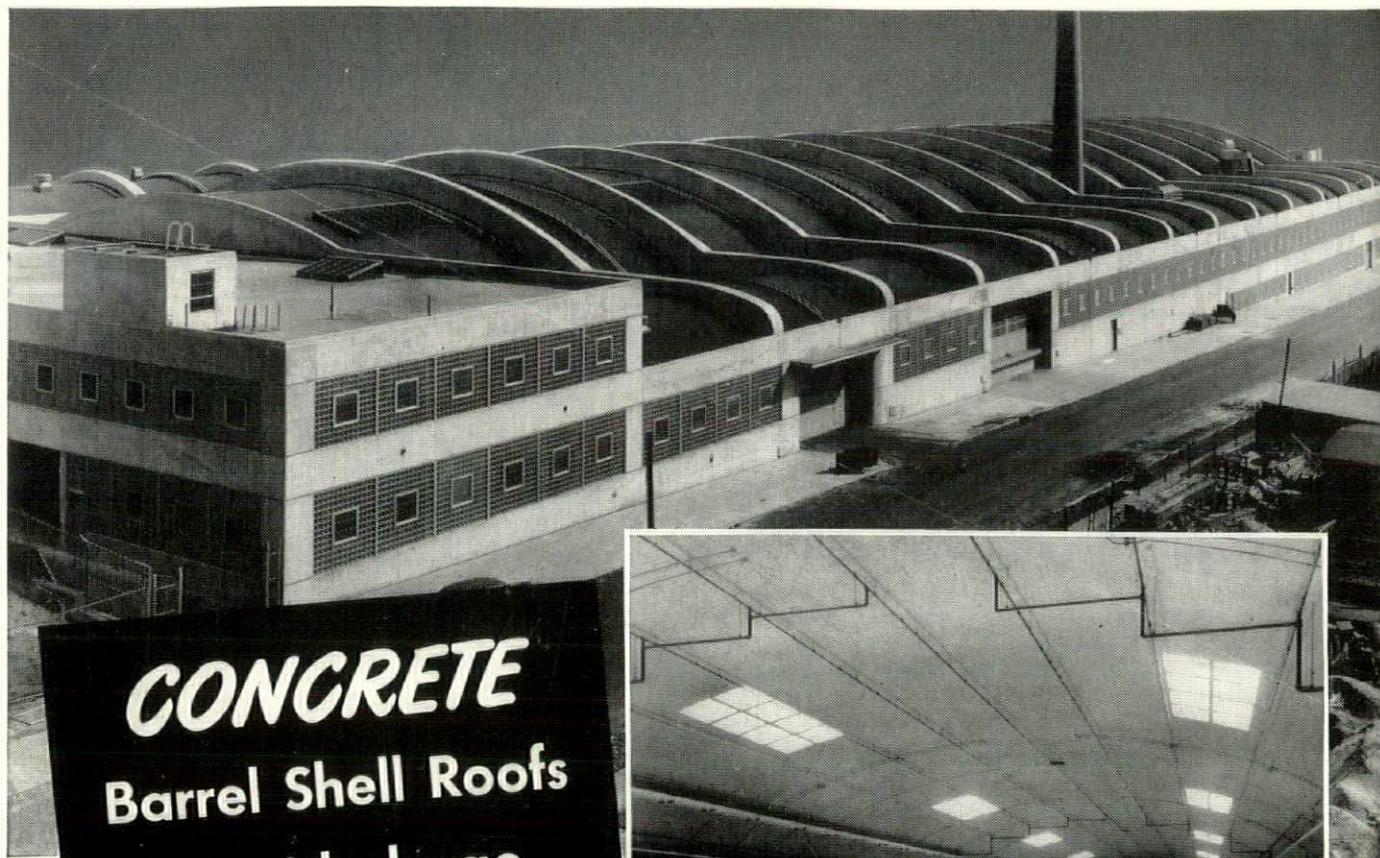
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Along both sides of the structure are two full-length lean-to's, spanned by 39-ft. concrete barrel shell roofs. These lean-to's provide space for woodworking, foundry, upholstery and other shops. At the ends of the building, two-story conventional beam and slab type sections for office and storage space complete the structure that was designed by the Bureau of Architecture, New York City Department of Public Works, and erected by Corbetta Construction Co. Roberts and Schaefer Co., Chicago, were the engineers.

The exterior rib construction makes possible a smooth interior ceiling. At the crown the roof is only 3¾-in. thick.

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